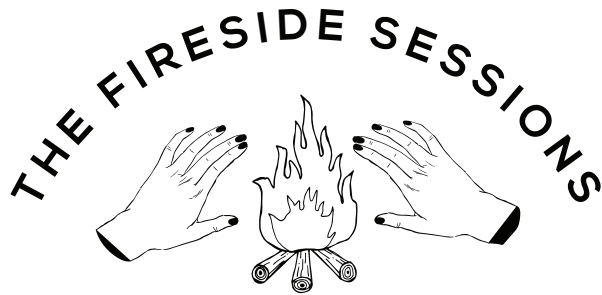


CAMPFIRE & CO
+
THE CONTENT CHOP SHOP

are pleased to present



BRANDING

CRAFTING A BRAND WITH
PERSONALITY + LIFE



BRAND & VOICE

What is a brand anyway?



MAKE REAL CONNECTIONS

Why it matters!



Memorable brands are meaningful!

BRAND POP QUIZ

Let's define your brand based on the assets that make you unique.

3 things that make your Main Street unique:	3 unique physical aspects of your area:
Top 3 attractions to your Main Street currently:	In a perfect world, how would visitors describe your Main Street?
5 words to describe your Main Street:	What does your Main St. have an abundance of? What is it missing or lacking?

PERSONALITY

What characteristics distinguish your brand?

*ambitious, bright, capable, charming, credible, dashing,
determined, diligent, discreet, eager, efficient,
enthusiastic, fabulous, faithful, friendly, generous, gentle,
helpful, hilarious, honorable, industrious, modern, proud,
quirky, responsible, romantic, skillful, thoughtful,
thrifty, trustworthy, unbiased, unusual*

VOICE

What tone of voice does your brand use?

*alert, amusing, calm, cheerful, confident, conversational,
decisive, dynamic, eager, encouraging, energetic, excited,
formal, frank, fresh, friendly, funny, joyous, knowledgeable,
laid back, mature, perky, professional, quiet, quirky,
receptive, reflective, sensitive, sincere, thoughtful,
upbeat, warm, wise, witty, young*

WHO IS LISTENING? *Try and dig deep!*



ASK QUESTIONS! *Survey best practices.*



DEFINE YOUR AUDIENCE

The more you know, the more you can connect!

THE DATA



So insightful.

DESIGN YOUR DREAM CUSTOMER

How old are they?	
Where do they live?	
What is their income?	
Where do they work?	
What are their hobbies?	
Where do they eat?	
Are they married?	
Do they have kids?	

COMMUNICATING A BRAND

*Connect, collaborate, and be consistent!
It's so much more than a logo.*



PEOPLE

These folks will be your biggest brand ambassadors. Invest in them!

PLACES

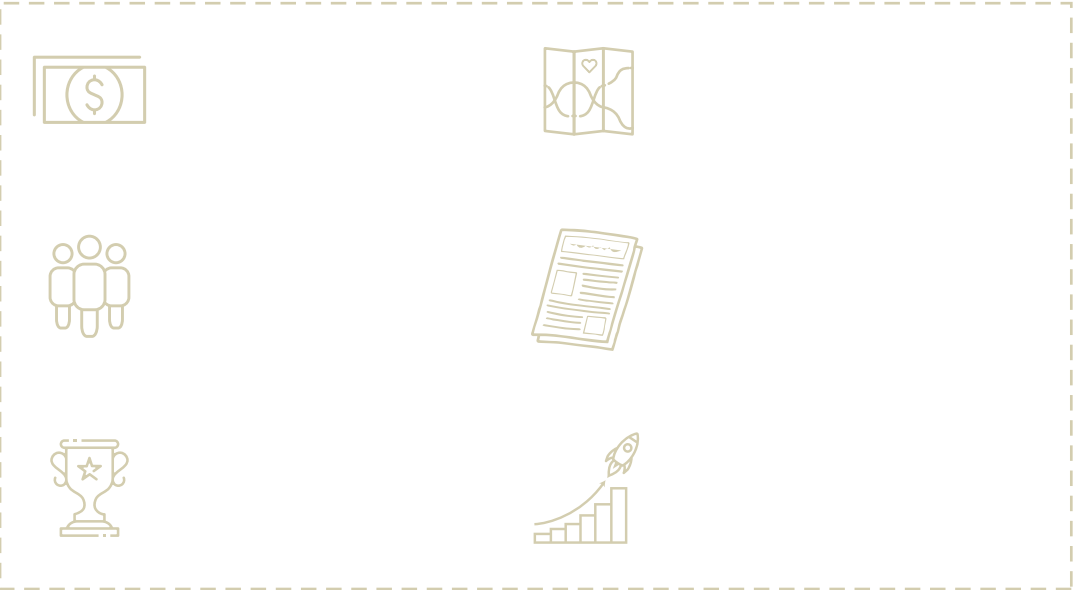
Consider landmarks, festivals, and other big events that are concentrated in specific places.

THINGS

What physical and digital objects can you take advantage of to showcase your brand?

BLAND TO GRAND

What a great brand can do!



NOW WHAT?

Resources for any budget!



Thank You!

Campfire & Co.

The Campfire & Co. team brings a strategic, birds eye perspective to design that compliments our love for the details. We help passionate and creative businesses define their brands and translate them into meaningful experiences via print collateral, websites, and interior environments. We're a small but nimble team that thrives on adventure and collaborative design thinking, and lots of coffee.



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Providing customized content marketing services for small and large businesses and nonprofit organizations, The Content Chop Shop crafts lean, compelling content that people want to read. Specializing in website content, our goal is to provide these professional consulting services so that small businesses and organizations can get their voices heard. We are your coach and your cheerleader and we want you to succeed!



"If you wait for them to congratulate you, you played yourself. So congratulate yourself."

- DJ Khaled

#FIRESIDEWORKSHOPS
